

“A Study Conducted on Intensity of Healthy Life versus Money Life and the Effectiveness of Terrace Gardening in Business”

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Introduction

This survey focuses on collecting the responses of the people who are interested in terrace gardening and the intensity of their healthy life into the money life. Health, money and interest over terrace gardening are the three decisive parameters of concentration. Few factors like gender, working hours, spending money, physical fitness, locality, time are taken as a tool in a questionnaire to identify the intensity of health and the effectiveness of the terrace gardening. This study also helps to create awareness among the people and to instigate them to perform terrace gardening. It also helps to anticipate that the terrace gardening will play a decisive role in creating a better future or not. This could also be helpful for the entrepreneur to create a better future in terrace gardening by setting it as business for profit as well as concern over the nature.

Concept of Terrace Gardening

In today's scenario, most of the people live away from their native and move towards urban area for their job related works. Agriculture is mostly performed high in rural areas than the urban areas. There is also an increased usage of pesticides and chemicals in fruits and vegetables which made the scenario of getting highly prone towards health issues. Hence, terrace gardening plays a vital role in creating safe, healthy and pesticide free vegetables. This will also help the person who lives in urban area on going towards green and healthy life. Terrace gardening has various advantages such as easy accessibility nature to the house reduction of pollution by increasing oxygen in the air and relaxation for those who perform it.

Concept of Healthy Life versus Money Life

Food, shelter and clothing are the basic need of every human being in the world. Apart from fulfilling those needs, humans started chasing money for various purposes and also prestigious issues in the society. Therefore the intensity of health has been reduced in today's scenario. This may be due to the lack of time, lack of importance on health and lack of money. Thus, health is more important when compare to money. By considering this, terrace gardening can change the scenario by leading a healthy life among people. Because of money life, people do not have time for setting up the terrace

gardening. Business entrepreneurs can take initiatives by doing this as a business which can create more profit as well as concern for the society.

Literature Review

(Kenny, 2009), has discussed the historical and cross country evidence relating income to health. The paper examines correlation between income and health from the period of 1913-1999 and 1975-2000. The latter showed the evidence of large impact over income than the former. Results revealed there is weaker relationship between improvements in income and health improvement.

(Thomas, Laguda, Olufemi-ayoola, Netzley, Yu, & Spitzmueller, 2018), has published the article on linking job work hours to physical health of women. The study showed negative relationship between those two when women spent lower hours in household work. The study aimed at reinforcing women's health by their contribution to the household labor under fairness if there is a negative impact of high hours of work.

(Ford, Ccerasoli, & Decesare, 2011), Has established the relationship between health and performance problems in job. The result showed that illness its associate with the reduction in work which implies that intervention to improve health may have its impact on performance. The correlation between depression, anxiety and life satisfaction to work performance were moderate to strong. The relationship between physical health, hyper tension and performance were weak to medium.

(Pacheco, Page, & Webber, 2014), has presented as observational investigation into the effects of mental and physical health on the tendency to be employed. The results indicated that activity limiting physical health and mental health issues affect the tendency to be employed and this research showed that physical and health related issues may lead to prevention of participation from the economic life.

(Bernatzky, 1975), has established the importance of terrace gardening due to expanding towns and scarcity of space. The author has specified various advantages of terrace gardening.

(Marshall, 2011), has presented the importance of dementia people and their hardness to go outside unless there are balconies and terrace, gardens. People with dementia have the conditions of decrease in memory power, problem solving and thinking skills which affects the performance of day to day activities. Therefore, the author has highlighted the importance of terrace gardening for both people with dementia and normal people.

Research Gap

During the earlier period of 1914 to 1980, there were more number of articles published regarding the concept of terrace gardening. Recently, in the year of 2011, the article on the title terrace gardening for

the people with dementia was published. And various analysis related to physical, mental health illness and work stress were carried out. This research has done by connecting the relationship of terrace gardening, health, money and in order to provide solution for the higher intensity of healthy life into money life among people. As lack of time is the considering factor for working people, the concept of terrace gardening solution can be incorporated into the business by entrepreneurs which creates more profit as well as concern for the societal benefit.

Objectives

- To identify that terrace gardening will play a decisive role in creating a better future by implementing them in business or not
- To identify the intensity of healthy life versus money life
- To identify the interests of workforce over terrace gardening
- To identify various relationships between locality, interest, hours of work, money, health and terrace gardening

Hypotheses

H₀: There is no significant relationship between Interest over Terrace Gardening and Gender

H₀: There is no significant relationship between Money, Satisfaction and Gender

H₀: There is no significant relationship between Locality and Availability of Healthy, Nutritious Food

H₀: There is no significant relationship between Maintaining Physical Fitness and Interest over Terrace Gardening

H₀: There is a significant Relationship between Hours of Work and Interest over Terrace Gardening

H₀: There is a significant relationship between Hours of Work and Ready to Spend Money for Terrace Gardening

H₀: There is no significant relationship between Purpose of Spending Monthly Income and Preference for Healthy Foods

Research Methodology

Research Design

The study uses descriptive methodology which involves collecting the data which describes the events and categorize tabulate, analyze and describe the data collection. Nominal datum is used and represented in the form graphs, chart for result interpretation. Finally, the better clarification on

understanding the healthy life lead by the working people and the interest over terrace gardening are known.

Sample Design

Simple random sampling technique is used in the study and individuals are chosen randomly, so that there is a same probability of being chosen during the sampling process. Questionnaire where send to 69 respondents through online. The questionnaire was created using the smart survey software since technology has improved and the world goes behind time and money.

Sampling Area

Questionnaire was sent to different places especially the urban and semi-urban areas through e-mail and social media like Instagram, Whatsapp and later the responses were collected.

Study Period

The study duration was one month for the problem identification, literature review, to define objectives, design questionnaire and for framing the hypotheses. Questionnaire was prepared and sent to the respondents through online and time spent for the collection of data was 24 hours. The time spent for analyzing the data and the report writing was one week.

Analytical Tools

The tools used for data analysis are, Chi-square analysis, Correlation analysis and ANOVA Single Factor.

Analysis and Findings

This study has applied nominal, ordinal and numerical scale to measure the intensity of the healthy life versus money life and to find the effectiveness of the terrace gardening in business.

01. Relationship between Interest over Terrace Gardening and Gender

Observed Value

Interest	Male	Female	Total	Percentage
Yes	18	30	48	0.695652
No	15	6	21	0.304348
Total	33	36	69	

Expected Value

22.95652	25.04347826
10.04348	10.95652174

Chi Square Value = 0.00943038

The P-Value is lesser than 0.05. Therefore, Null Hypothesis is rejected and Alternative Hypothesis is accepted. Thus, there is a significant relationship between the gender and the interest over terrace gardening.

02. Relationship between Money, Satisfaction and Gender

Observed Value

Particulars	Male	Female	Total	Percentage
Money	14	11	25	0.362319
Satisfaction	19	25	44	0.637681
Total	33	36	69	

Expected Value

11.95652174	13.04348
21.04347826	22.95652

Chi Square Value = 0.305569

The P-Value is greater than 0.05. Therefore, Null Hypothesis is accepted and Alternative Hypothesis is rejected. Thus, there is no significant relationship between Money, Satisfaction and Gender.

03. Relationship between Locality and Availability of Healthy, Nutritious Food

Observed Value

Locality	Available	Not Available	Rarely	Total	Percentage
Native	14	2	8	24	0.347826
Staying Away	10	5	30	45	0.652174
Total	24	7	38	69	

Expected Value

8.347826	2.434783	13.21739
15.65217	4.565217	24.78261

Chi Square Value = 0.010332

The P-Value is lesser than 0.05. Therefore, Null Hypothesis is rejected and Alternative Hypothesis is accepted. Thus, there is a significant relationship between locality and the availability of healthy, nutritious food.

04. Relationship between Maintaining Physical Fitness and Interest over Terrace Gardening**Observed Value**

Particulars	Interest	No Interest	Total	Percentage
Fitness	22	6	28	0.405797
No Fitness	26	15	41	0.594203
Total	48	21	69	

Expected Value

19.47826	8.521739
28.52174	12.47826

Chi Square Value = 0.179075

The P-Value is greater than 0.05. Therefore, Null Hypothesis is accepted and Alternative Hypothesis is rejected. Thus, there is no significant relationship between maintaining physical fitness and interest over terrace gardening.

05. Relationship between Hours of Work and Interest over Terrace Gardening

Hours (X)	8	9	10	13	14	16
Interest (Y)	25	14	6	1	1	1

Correlation Value

Axis	Hours (X)	Interest (Y)
Hours (X)	1	-0.85487
Interest (Y)	-0.85487	1

Therefore, the negative sign indicates that there is a negative correlation between Hours of work and Interest over terrace gardening. This shows that, when hours of work get increased there is a decrease over the interest. This may be due to lack of time for the workforce.

06. Relationship between Hours of Work and Ready to Spend Money for Terrace Gardening

Hours (X)	8	9	10	13
Ready to Spend (Y)	12	16	19	21

Correlation Value

Axis	Hours (X)	Ready To Spend (Y)
Hours (X)	1	0.906327
Ready to Spend (Y)	0.906327	1

Therefore, the positive sign indicates that there is a positive correlation between hours of work and the persons who are ready to spend if someone set up terrace gardening in their place. Thus, when hours of work are increased, the number of persons are also observed to be increased.

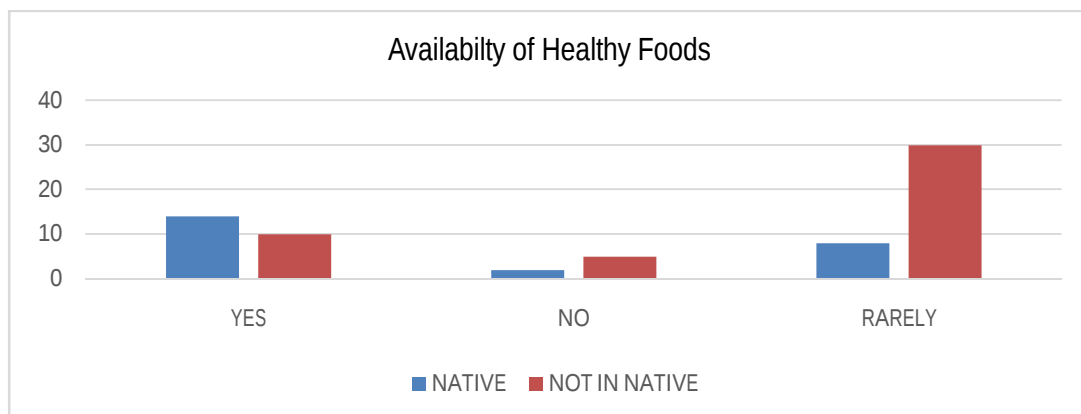
07. Relationship between Purpose of Spending Monthly Income and Preference for Healthy Foods

ANOVA SINGLE FACTOR						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	193.5	2	96.75	2.85726	0.109455	4.256495
Within Groups	304.75	9	33.86111			
Total	498.25	11				

The F-Value is lesser than F critical value. Therefore, Null Hypothesis is accepted and Alternative Hypothesis is rejected. Thus, there is no significant relationship between purpose of spending monthly income and preference for healthy foods.

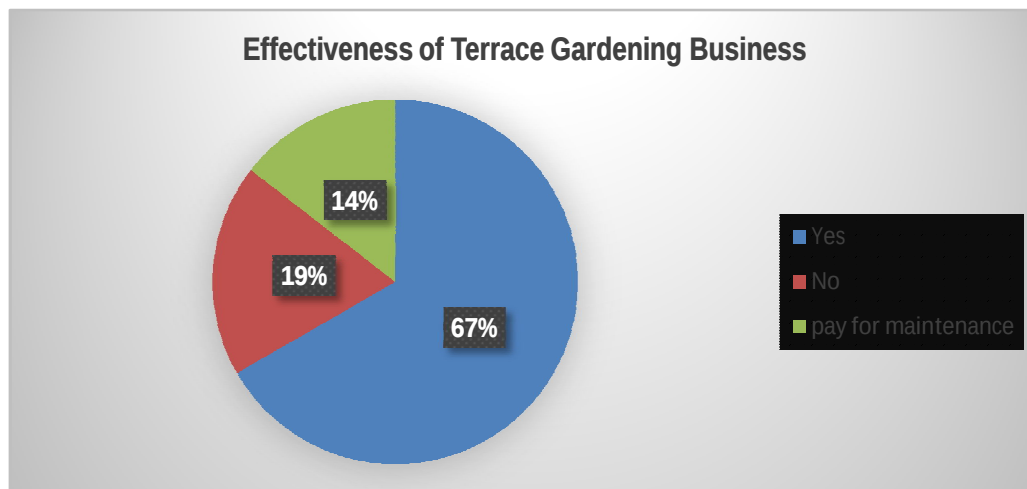
08. Availability of Healthy Food in Native and Non-Native

It is found that 35% of members are staying in their native and 65% are away from their native. Out of 35%, 14 members responded yes for availability, 2 for not availability and 8 for rarely available.



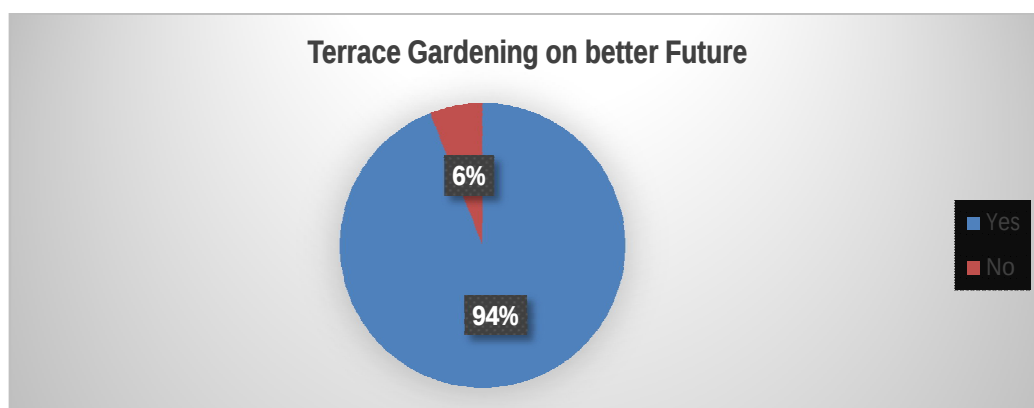
09. Response towards, helping them to set up Terrace Gardening in their Place

It is found that, due to lack of time, people are interested on paying someone who sets up terrace gardening in their place for the consideration of the healthy food intake. It is found that the maximum of the people about 67% responded a positive sign.



Thus, there is scope for business entrepreneurs in doing this valuable business in future which creates more profitable and also concern towards the societal benefit.

10. Responses on Terrace Gardening will play a Decisive Role in creating a Better Future or Not



Results and Discussion

The study recorded a higher response for female (52.2%) than male (47.8). The study showed that majority of them work for money (36.2%) and remaining for satisfaction. But, money became a basic need in today's scenario, it also depends upon the consideration of the salary and the needs. Technology and the availability of job has become more in urban areas when compared to the rural areas. The result showed that majority of the people (68.1%) are living away from their native area because of different job locations. Only 41% of people have time to concentrate on their physical fitness. Only, 35% of the members are daily accessible for the healthy, nutritious food and 13% of the people are involved in terrace gardening. About 70% are interested in terrace gardening, but only 13% are involved in it. And out of that, 69% recorded that they do not have time for setting up terrace gardening. Maximum of the respondents recorded their response as if someone set up a terrace

gardening in their place, they are ready to maintain it. About 94% revealed that terrace gardening will create a better future.

The study also revealed that there is a significant relationship between the gender and the interest over terrace gardening. Here, female showed the higher rate of response towards it. The study also showed that there is no significant relationship between Money, Satisfaction and Gender. There is a significant relationship between locality and the availability of healthy, nutritious food. There is no significant relationship between maintaining physical fitness and interest over terrace gardening. There is a negative correlation between hours of work and interest over terrace gardening. The analysis showed that there is a positive correlation between hours of work and ready to spent money, if someone set up terrace gardening. The ANOVA helped to analyze the relationship between purpose of spending monthly income and number of preferences for healthy food and showed no relationship between those groups.

Conclusion

From the study and analysis, it is concluded that, the people in the world are chasing towards money and there is no time to worry about the health of the individuals. Thus, the intensity of healthy life is decreasing and the need for money has increased. People with physical and mental illness are increasing in today's world. Majority of the people showed their interest over terrace gardening, but due to lack of time, they could not perform this action. The study showed that the people in native area is more accessible to healthy, nutritious food than the people away from their native. The interests over terrace gardening is more for the people who work lesser hours and vice-versa. Similarly, higher number of people are ready to spend money, if someone set up terrace gardening in their own place and these category of people are working for more hours daily. This indicates that there is a scope for business people on starting business over terrace gardening and it is more profitable as well as creating a better future for society.

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